

Message Text

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ACTION COME-00

INFO OCT-01 EA-07 ISO-00 EB-03 AGR-03 RSC-01 DRC-01 /016 W

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R 100530Z OCT 74

FM AMCONSUL MELBOURNE

TO SECSTATE WASHDC 2376

INFO AMEMBASSY CANBERRA

AMCONSUL SYDNEY

AMCONSUL BRISBANE

AMCONSUL PERTH

AMEMBASSY WELLINGTON

AMCONSUL AUCKLAND

UNCLAS MELBOURNE 1198

CANBERRA FOR SIMPSON AND DIRKS; SYDNEY FOR MARSHALL AND GOODSSELL

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: CCP PROJECT: AGRICULTURAL EQUIPMENT CATALOG SHOW

REF: (A) STATE 216320; (B) MELBOURNE 1105; (C) STATE 196140

1. REGRET COMMERCE UNABLE TO UNDERWRITE PROJECT AIMED AT
EXPLORING FULLEST POTENTIAL OF U.S. AGRICULTURAL EQUIPMENT IN
AUSTRALIA.

2. HOWEVER, BASIC APPROACH SEEMS PARTICULARLY WELL SUITED
FOR THIS PROJECT SO WILL ATTEMPT TO CUT COAT ACCORDING TO CLOTH.
THEREFORE, RECOMMEND USING TRADITIONAL CATALOG SHOW AT VARIOUS
AGRICULTURAL SHOWS IN THE FOUR MAJOR STATES:

- A) BRISBANE SECOND WEEK IN AUGUST
- B) PERTH FIRST WEEK IN SEPTEMBER
- C) MELBOURNE SECOND WEEK IN SEPTEMBER
- D) ELMORE, VICTORIA FIRST WEEK IN OCTOBER
- E) ORANGE, NEW SOUTH WALES SECOND WEEK IN NOVEMBER

3. MAIN OBJECTIVE OF SHOW SHOULD BE TO ASSIST FIRMS
NEW TO MARKET, THOUGH THERE IS NO NEED TO AVOID OTM'S.

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HOWEVER, CAPITAL EQUIPMENT COMPANIES ALREADY MANUFACTURING

IN AUSTRALIA SHOULD NOT BE INVITED TO PARTICIPATE. A HEAVY EMPHASIS SHOULD BE PLACED UPON SECONDARY LEVEL EQUIPMENT, SUCH AS HAND TOOLS, ACCESSORIES AND RELATED ITEMS. EACH STATE IN AUSTRALIA IS SO VARIED AND DIVERSE THAT THE SHOW MUST CONTAIN AS MANY DIFFERENT PRODUCTS AS POSSIBLE IN ORDER TO APPEAL TO THE WIDE RANGE OF INTERESTS REPRESENTED IN THE AUSTRALIAN FARMING POPULATION.

4. SOME OF THE PRODUCTS WHICH SHOULD BE INCLUDED ARE:

- A) FORAGING HARVESTERS.
- B) TOBACCO HARVESTING AND CURING EQUIPMENT
- C) FEED LOT EQUIPMENT NOT PRESENTLY MANUFACTURED IN AUSTRALIA
- D) SILAGE HANDLING AND STORAGE EQUIPMENT
- E) DAIRY INDUSTRY SPECIALIZED MACHINERY AND ACCESSORIES, SUCH AS AUTOMATED FEEDING SYSTEMS, ETC.
- F) SPECIALIZED HYGIENIC DAIRY ACCESSORIES
- G) POULTRY BATTERY ACCESSORY EQUIPMENT-FOR BOTH EGG AND "DRESSED POULTRY" PRODUCTION
- H) MECHANICAL PICKERS FOR FRUITS, NUTS AND VEGETABLES
- I) IRRIGATION EQUIPMENT, SUCH AS PUMPS AND SPRAY SYSTEMS
- J) ROW CROPPING EQUIPMENT
- K) COMMERCIAL HORTICULTURAL SYSTEMS
- L) RICE PLANTING, CULTIVATING AND HARVESTING EQUIPMENT
- M) CATTLE FREEZE BRANDIG EQUIPMENT, DE-HORNING, HOOF TRIMMERS, AND NAME TAGS
- N) SPECIALIZED PIG FEEDING SYSTEMS
- O) SLAUGHTER HOUSE EQUIPMENT
- P) SPECIALIZED INSTRUMENTS FOR MEASURING MOISTURE CONTENT AND DECOMPOSITION IN GRAINS
- Q) AUTOMATIC WOOL PROCESSING AND BALING EQUIPMENT
- R) ORCHID GROWING EQUIPMENT AND ACCESSORIES
- S) AGRICULTURAL CHEMICAL PRODUCTS

5. AUDIO VISUAL AIDS SHOULD BE IMPORTANT PART OF CATALOG SHOW TO SUPPLEMENT GRAPHIC ITEMS. FILMS TO ILLUSTRATE END USE OF PRODUCTS SHOULD ALSO BE INCLUDED IN ORDER TO STIMULATE INTEREST AMONG END USERS AND POTENTIAL AGENTS.

6. UPON COMPLETION OF SHOW TOUR WOULD LIKE TO RETAIN UNCLASSIFIED

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ALL MATERIAL FOR FURTHER EXPLOITATION.
BROWN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974MELBOU01198
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740288-0034
From: MELBOURNE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741056/aaaabwap.tel
Line Count: 109
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: (A) STATE 216320; (B) MELBOURNE 1105, ; (C) STATE 196140
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 11 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 MAR 2002 by chappeld>; APPROVED <05 FEB 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CCP PROJECT: AGRICULTURAL EQUIPMENT CATALOG SHOW
TAGS: BEXP, AS
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005